

IN THE SPECIFICATION:

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with ~~strikethrough~~.

Please REPLACE the paragraph beginning at page 11, line 23, with the following paragraph:

a) Thus, according to the function of the data conversion circuit 73 in the display device 100, the superposition method is applied to only the specific area of a frame that contains pixels having a specific gradation (the Gradation 4 in the illustrated example) and has a luminance gradient within a preset value range between neighboring pixels as shown in Fig. 5. Since the superposition method is not applied to the area that has a specific gradation but is not a specific area, a pattern noise due to a mix of plural ~~types of~~ subframe expressions does not occur widely.